

Notes from 12/10/09 OCHRS Board Meeting

Implications of Discussion for Member Companies

- Increase value to stakeholders
 - If don't have HR people with higher-level mindset, Oklahoma could lose jobs to other states
 - Employers may believe they cannot find the talent they need here
- Executives from outside the state have an inaccurate mindset about Oklahomans
 - One participant's executive complained about Oklahomans' focus on family versus job
- We need to change perceptions
 - Who we are
 - Work ethic

Implications for Members

- Support needed to a play higher level role
- Change mindset
- Provide tools
- Provide inspiration
- Members need to choose old HR or new HR – make a decision about whether or not to move ahead
- Educate
- Say it and do it

Implications for OCHRS

- Balance small and large employers
- Have senior HR executives act as speakers
- Have different programming from the Metro Employers' Council
- Mirror members' success
- Action: Do a survey to determine what members would find most beneficial
- Action: Use questionnaire or focus groups to conduct an environmental scan to see what kinds of social issues and technical issues members are facing (lunch, 1-2 meetings)

Strengths of OCHRS

- Keeping members aware of the information they need (keep out of legal trouble)
- Most programs are certified for HRCI credit (CEUs)
- Board is dedicated
- There is a great deal of continuity of membership (is this of the Board or the group at large?)
- Large chapter

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Strengths Continued

- Close knit community
- Growing
- Good programs (quality of speakers)

Weaknesses

- Perception issues
 - Global perceptions of Oklahoma as a state
 - Flows over to perception of HR people
 - Bricktown and MAPS are changing perceptions
- Hard to engage employees and get volunteers
- Apathy
 - Example: Ambassador program

Opportunities

- Understand demographics of members
 - Generational awareness
 - Communication differences
 - Use of technology
- Website is out of date
- Capitalize on member knowledge (members as speakers)
- Ask members to speak to students
- Increase student attendance
- Hold a mentoring luncheon with senior executives

Threats

- Facility for free
 - At capacity now
- Metro Employers Council is free
 - Brought HR perspective to the table for small employers
 - Time of meeting may be better for some (first thing in the morning versus in the middle of the day)
 - If economy tanks, revenue stream will falter
- **Action: Consider creating a "slush fund" to pay dues for unemployed members**

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Mission

- How do we change perception (globally, locally)?
- Communication plan
 - Public Relations
 - HR is a profession
 - Branding
 - How to get senior business leaders to trust us
 - Credibility
 - Trust that members can make key decisions and handle the big responsibilities
- Advance the professionalism of HR profession
 - Take it to the next level
- Evaluate the profession
- Serve the membership
- Be of as much of a benefit as possible to as many people as possible
- Grow our own HR people so big jobs can be filled with candidates inside the state
 - Raise awareness
 - Provide tools
- We can do more
 - Comparable to roles of CFO and Chief Legal Council
 - Know how to do it
 - Want to do it
- Serve the membership
 - Credentialing
 - Increase competency
 - Create desire to continue upgrading competencies

Big Hairy Audacious Goal

- Central Oklahoma is the premier HR organization in the country
- Oklahoma becomes the destination for HR professionals
 - They want to be like us
- All members are engaged